

I2In 3
Copy 3

Division of Extension Information
Extension Service, WFA



INFORMATION CASE REPORT NO. 5

Periodical

Subject: The Tennessee Home Demonstration Leader

Source: A. J. Sims, extension editor, Tennessee

Who writes the Leader: Supervisors and specialists of the Agricultural Extension Service.

Edition: 10,000 copies monthly.

Distribution techniques: Copies are mailed in bulk to the home agents for personal distribution to the leaders at home demonstration meetings a month in advance. This method gives the leaders an opportunity to study the publication and prepare material for the next monthly meeting.

To whom the periodical is aimed: The Leader goes to gardening, poultry, clothing, food and nutrition, and family life leaders of home demonstration clubs. (They, in turn, have been asked to pass the issues along to some neighbor who is not a member of the home demonstration club.)

Special significance: "The Home Demonstration Leader in reality is the combining of mimeographed letters which have been going to gardening, poultry, clothing, food and nutrition, and family life leaders of home demonstration clubs. It is an effort to team-up a number of subject-matter activities to coordinate them into a unified program. Before we started this publication, specialists in these various subjects were preparing monthly letters for direct mailing to leaders. This required considerable paper and penalty envelopes, and, of course, the leader of each subject received only the letter on that subject. Now, with the publication, all leaders have an opportunity to become acquainted with the whole program. We are getting this number printed for about what the postage would cost for mailing the mimeographed letters under the old method--not to mention the saving of some 5,000 envelopes and seven to ten thousand sheets of paper each month."

Reaction to the report: Home agents state that this publication has put new life into their home demonstration clubs.

